

What is claimed is:

1. A stamper comprising:
 - a. an upper housing, slidably biased over a lower housing by a spring;
 - b. said upper housing including parallel vertical rails, that traverse between platen tracks formed by combining an inner section and an outer section of said lower housing;
 - c. an ink pad located within said lower housing;
 - d. a reversible platen rotatably engaging a platen track within the inner section of said lower housing, said reversible platen comprising a platen body including a cam;
 - e. a first side of a rigid metal plate connected with said platen body; and;
 - f. a stamp die connected with the opposite side of said metal plate;
 - g. wherein said metal platen plate and the stamp die face downwards when the stamper is in an imprint position and said metal platen plate and the stamp die face upwards when the stamper is in a re-inking position.
2. A stamper as in claim 1, wherein said stamp die is removably connected with said metal plate by an adhesive.
3. A stamper as in claim 1, wherein said ink pad is a removable ink pad.
4. A stamper as in claim 1, wherein said cam comprises:
 - a. a cam peg between a first cam indentation and a second cam indentation;
 - b. wherein said cam rotatably engages a first lower housing peg and a second lower housing peg inducing said platen to rotate within said lower housing.
5. A stamper as in claim 1, further comprising:
 - a. a removable roof that snap fits onto the top of said upper housing.

6. A stamper as in claim 5 wherein said removable roof is transparent and wherein an advertising insert with various indicia may be placed between the removable roof and the top of the upper housing.
7. A stamper comprising:
 - a. an upper housing, slidably biased over a lower housing by a spring;
 - b. an ink pad;
 - c. a reversible platen rotatably engaging a platen track within the inner section of said lower housing, said reversible platen comprising a platen body including a cam;
 - d. a first side of a rigid metal plate connected with said platen body;
 - e. a stamp die connected with the opposite side of said metal plate;
 - f. wherein said metal platen plate with it's adjoining stamp die face downwards when the stamper is in an imprint position and said metal platen plate with it's adjoining stamp die face upwards when the stamper is in a re-inking position.
8. A stamper comprising a rigid metal plate connected between a plastic platen and a stamp die.
9. A method of assembling a stamper comprising the steps of:
 - a. connecting a removable roof to a top of an upper housing;
 - b. connecting a spring to an inside of the upper housing;
 - c. connecting an inner section of a lower housing to an outer section of the lower housing;
 - d. connecting a removable ink pad to the lower housing;
 - e. connecting the lower housing to the upper housing and the spring; and
 - f. connecting a platen connected with a rigid metal plate to holes in parallel vertical rails by way of platen guide pins.